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January, 1955

The following report is in now way intended to be a review of the past year of the Public Relations Department, but rather some general concepts and suggestions for the operation of PR activities, along with a few ideas that you may use at your discretion in the future. The report is divided into the various subdivisions of the Public Relations with my thoughts on each put forth.

MERCHANDISING

Our merchandising on the national level has been satisfactory, and far superior to that of the other network stations. Before trying to improve our national merchandising, I would strongly urge the bringing of our local merchandising to the level of the national. We are at present very deficient in this local merchandising, with a minimum of cooperation between business and PR on this. We should try to cultivate this through the selling of package programs to our sponsors. The real money in local advertising lies in the selling of a program, not spots. Contests, while a lot of work, can be the basis of a new program idea that is sellable. These contests should be confined to the program sold, so that there is no reoccurence of the Besse-Richey fiasco earlier this fall. Five years ago we ran a grubby guy contest at Yale. It was most successful and the possebilities of a similar contest should be explored.

The Pipe Centre Contest will be coming up soon. Personal chats with Johnny, though tiresome, are absolutely necessary. He'll abide by your advice, though insists that everything be planned and organized down to the last minute detail. Aim for 100 entries on this. Don't go whole hog on courtesies, as he sponsors only 25 minutes a week. A few courtesies, news ads (he pays for them off of our contract) Microphone story, prize list distribution, posters, and perhaps the folding cards on the dining hall tables should do the trick. If you must broadcast the contest, I would recommend only occasionally bringing reports. Last year I felt we must have lost all our listeners giving every person's name as he dropped out.

The advantage of all such contests to us is Yale participation. Try to promote the idea as much as possible that through WYBC the students are getting something for nothing.

We have explored the possibility of special promos for record Co.'s in exchange for D.J. service. This could be a real help if you can come upon the right gimmick.

POLLS

The ideal setup for polling is a continuous operating schedule for polls. Heeler manpower fluctuations make this difficult, but the problem could be alleviated somewhat by the inauguration of telepho polls. A man with interest could really do a job. I suggest reception polls, complete, be taken twice yearly, a complete program poll,

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a poll about the listeners likes and dislikes of WYBC, along with at the most a consummer preference poll once a year. This is only of limited use to use. Professor Doob of the Faculty Advisory Committee can help you set up polls that ensure the greatest accuracy. He has offered to help.

MICROPHONE
Fight for the retention of this. I feel this to be one of the real strides PR has made in the last year. Get the department to sell for it, and carry out regular ad service on the accounts. Do not hesitate to let the paper occasionally carry items not directly concerned with WYBC or the network, but cover the radio industry in general. There is a lot of glamour and perhaps an occasional story of an important event in the industry would be in order. Try to appeal to all tastes in the different stories, and don't underestimate the effectiveness of the Microphone. Deters idea of making the Execs better known I think is good.

DESIGN
Explore the possibility of running a design or art contest. We get all the entries, give a few cash prizes, and can perhaps get the services cheaply of a talented student in the Art School. Charactures on our posters have been started by Derby. I feel they are eye-catching. You owe Derby about $5.00 for supplies. A person with talent here in the station could handle practically all the posters necessary with little strain. Trying to find the guy is not east. You need more than a guy who can letter.

HEELERS
By heelers I refer to PR Heelers. I think that weekly meetings of PR heelers are very helpful. It gives the heeler a sense of belonging, making him realize you have a real interest in him. Also it gives you a chance to size up the heelers with your Heelers Director, and perhaps can better steer him to find his nitch in PR. Duds can be weeded out faster also. Projects are naturally a must, stress ideas, and give them a free hand as much as possible. If possible, concrete examples of their work should be saved for evaluation at the end of a Comp. After election, put the new member to work immediately, with something more than a new shift day. A good man should be just itching to prove that he did deserve election.

AD MAKEUP
If you get an active Design Department, I would like to see all ad makeup handled by the Department od Design. You will have a good deal more makeup than I did, and this might be the impetus to get Design going. Have as many different ideas put down on paper as possible for one add, and then incorporate the best from each. Heelers should at all times be encouraged to submit ideas for ads, a good test of their creative (not artistic) ability.

COURTESIES
Eliminate these as much as possible with more disced courtesies. Standardization should be encouraged as we have on Lucky Strike "It's a fact". Eliminate the feeling that PR and courtesies are synonymous. Schedule public service

as often as possible. Use them on the timetones. Time to give blood, give to fight cancer etc. It gives the listeners the feeling we are trying to help too, besides fulfilling their obvious purpose.

SPECIAL EVENTS

A) PROM DATE: Once your guest is chosen, a careful planning should begin for every minute of the weekend. Various releases, at least 2, should be sent to everyone possible, trying to hit upon something that will give it a national appeal. A clever quote from the gal might help. Allow ample time for the person to rest while here. She'll be pushing hard while in public and will get tired. Have your escorts make sure her chaperones and agents are snowed as well as the girl. In many ways they are more important than the guest herself. Go along with the publicity boys as much as possible, but put your foot down on any suggestion that will put Yale in a questionable light. Make sure that you do everything you agree to do. Get her coming in writing from her agent or whoever is handling this for her. In return give the person a letter signed by you and the Chairman stating exactly what WYBC has agreed to do for its guest. This could save us embarrasment.My correspondence shows how much of the arranging was handled. A gift about $25.00 should be bought. Something that can be engraved with WYBC on it and her name. Michaels Jewelers has the best selection. We got Lu Ann a gold bracelet with a gold disk hanging from it. Make sure you have a spot for her appearance at the Prom. The Dramat will install this and operate it for you in return for movie passes, if you play up to them. Cultivate friendships there, as they often help in a pinch. Make sure the guest has a good time at the Prom, as can dance with all comers.

B) RHEINGOLD GIRLS: Make sure that every girl is taken by A WYBC member, and don't let the OCD get in with the girls. At the party here, some other system has to be arranged. Perhaps the beer should be in PU with the girls split between there and studio three. A reception line was suggested, though this raises a lot of problems. Eleanor Knowland must be well cared for. Make sure the can is clean. Your only hope is to some way split the group, and perhaps splitting the girls is the answer. Split them wisely too, if you decide to try this. Order ample beer, 50 cases, it can be sent back. Clean up after the party perfectly. Use some kind of disinfectant to rid Hendrie Hall of the beer smell. There must be no complaints the following day from the other residents of Hendrie. Find out who is paying for what beford the girls arrive. Check with Ivy on decorations. It might be a good idea to check on a followup appearance of the elected Miss Rheingold, perhaps at the Frosh Heeling Comp organizational meeting. I might be able to work this this year if you are interested.

C) FRESHMAN RALLY: If repeated (I think it definitely should), the program must be shorter. Fewer speakers, though I think Olivar is a comeon. Check with Keith Wilson on the band. % pieces is enough. New Haven RR for free flares. Prizes....Luckies, Roseys, Whitlocks, Cutlers, Yale Sings, Coke, Ginger Ale, Student Agencies, Shubert, Movie Passes, can all come through. You want as many prizes as you can give away fast. Spots from Dramat. Try to get some sex from someplace. The Shubert is a possibility if they have a show. This a another crowd pleaser. All faculty speeches as soon as possible, so they can leave. I don't see ~~you~~ how you can keep it under

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45 minutes, but really aim to have it end at that time. "Bright College Years" at the end stops all possibilities of a riot starting. Have everything really organized with plenty of members to help.

DISPLAY WINDOWS:

Check with Banner to determine exact agreement with them on window on their side. I think they can have it 6 or 8 weeks a year. They came we can have it for that time. Remember we built the window. A nother mammoth display poster should be made for that side. A Stardust request box below the Yale Station box is a suggestion I have received. Some way of keeping the posters in place in the box should be found.

HEELER PARTIES

Show the movie. It is entertaining, and can be shown after the talks and one can of beer is passed around. Your first frosh meeting can make or break you with the class for the year. Make sure its handled right.

COMP PUBLICITY

Courtesies, personal testimonials, etc should all be scheduled often. Informal mention by announcers should be mandatory. Posters of course. Try to get them in stores and classroom buildings. We sent last year a lithographed letter personally signed by the Chairman. If you do it make sure 1 person signs them all. Then there were the other letters as you know. A lot of work, but they can't hurt you and may help. Perhaps an add in the News could be used, certainly an announcement. Expect a big crowd, the biggest ever.

ALUMNI

Two news letters a year, with one announcing the party, are what have been done this year. Do things right for the Alum. Try to get a complete Alumni Advisory Committee organized. I feel very strohgly that we must continue to do a job here, and that it will pay off big in the long run in both money, contacts, and advice. Another idea is to hold Alumni parties throughout the country in some of the big Yale Clubs. New York is a natural, with Cleveland, Chicago, and L.A. other possibilities. These could be held over a vacation, Christmas, with it dutch treat, and as many station members from the area there as possible to answer questions and perhaps give a short repo
This can help foster group feeling, and I think the Alumni would go for it.

PHOTOGRAPHY:

Speed in getting the pics developed is important. Taking pics of members and dates at the Prom can be a moneymaker. Have the pics of our guest ready the next day Saturday. This makes a big impression. Try to make more use of our file. A picture dis play on the walls in Stdio three, a lighted display case in the reception office plugging programs are good possibilities. The display case is a gimmick used by most stations. Remember WELI.

There is much I have undoubtedly missed, and many better ideas that you and you board will have. Maybe this will help a little, if it does it will have been worth the work. GOOD LUCK!